



GSA Federal Acquisition Training Symposium

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Category Management: Professional Services

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Session Overview

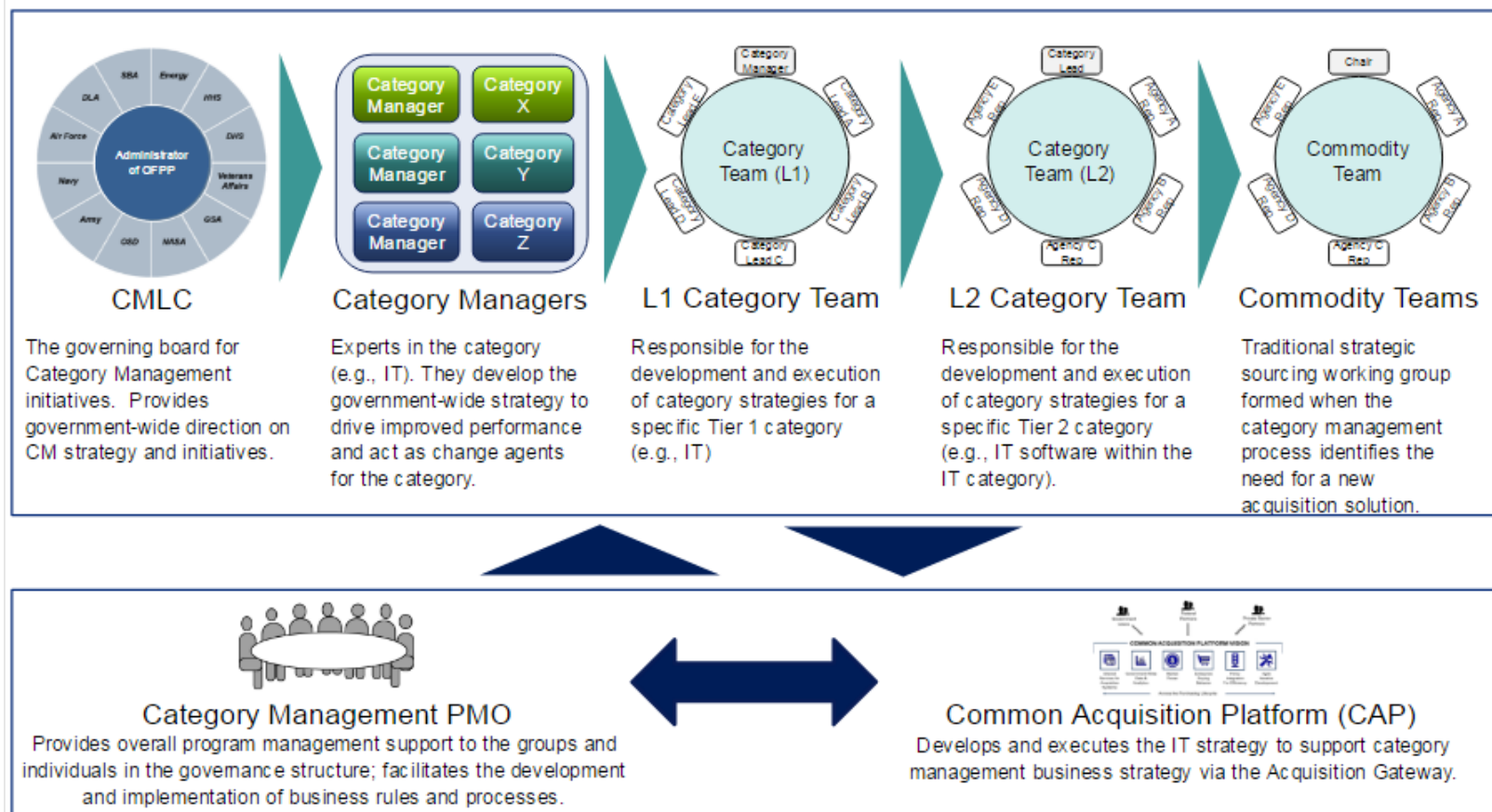
- Category Management Defined
- Government-Wide Category Management Playbook
- Five Focus Areas
 - Best In Class Contracts
- Professional Services Taxonomy
- FY17 Initiatives and Status

Category Management: (noun) - *a systematic, disciplined approach to managing a product or service category as a strategic business unit*

- The Federal government is applying Category Management (CM), with support of the Office of Management and Budget (OMB), to buy smarter and more like a single enterprise
- Already a best practice in the commercial world - most Fortune 500 companies have adopted CM over the past 20-30 years
- CM involves:
 - Identifying core categories of products and services, and managing them accordingly
 - Cultivating and maximizing expertise to inform and enhance a customer's buying experience
 - Developing purchasing strategies so that customers find the best value for the items they need



Government-Wide Category Management Playbook



Five Focus Areas



Increase Spend Under Management (SUM) of government contracts - Spend on contracts that meet defined criteria for management maturity and data sharing.



Increase Savings - Demonstrated by either the government paying less for goods and services or receiving more goods and services for the same expenditure.



Contract Reduction – Reduction in the total number of unique contracts against the baseline of FY15, calculated by comparing year-to-date numbers against prior year using FPDS-NG entries.



Increase Small Business Utilization – Small businesses' share of federal spend. It measures utilization, in terms of spend, of small businesses across the government.



Increase Usage of the Acquisition Gateway – The sum of visits to the CM online platform, Acquisition Gateway, in addition to purposeful visits. Purposeful visits are calculated based on actions of the user within the session.

Best In Class Contracts

CM is using BIC to highlight the best, high quality, contract vehicles available, to minimize an agency's effort needed to find or create their own solutions.

All BIC solutions:

- *Are designated BIC by a cross-agency team of experts*
- *Have CM practices in place*
- *Are well managed and transparent*
- *Collect, analyze and share transactional data*
- *Have tools to share info and reduce duplication*
- *Define, track and publicize metrics*

If agencies shift their spend to designated BIC vehicles, they will achieve the most critical CM performance metrics...bringing spend under management and providing data visibility.

To date, there are 12 contracts designated as BIC

Professional Services Category Scope

Category	Professional Services Category ~\$66.9B Gov't-wide FY16 Spend							
Sub-Category	Mgmt. & Adv. Services ~\$30.3B	Tech. & Eng. Services ~\$19.7B	Research & Development ~\$4.3B	Financial Services ~\$3.4B	Business Admin. ~\$3.3B	Social Services ~\$2.6B	Marketing & PR ~\$1.9B	Legal Services ~\$1.1B
Functional Groupings	Program Mgmt. \$11.1B	Systems Eng. \$0.7B	Defense R&D \$1.1B	Financial Support \$1.7B	Admin. Support & Clerical \$2.1B	Rehab. Services \$0.7B	Advertising \$0.6B	Intel & Background Investigation \$0.5B
	Program Evaluation \$1.3B	General Eng. \$18.8B	Sci. & Tech R&D \$0.2B	Debt Collection \$0.6B	Language Services \$0.4B	Gov't Insurance Programs \$1.4B	Public Outreach \$0.9B	Court Services \$0.3B
	Acquisition Support \$0.9B	Other \$0.2B	Medical R&D <\$0.1B	Audit Services \$0.5B	Other \$0.9B	Other \$0.5B	Market Research \$0.1B	Other \$0.3B
	Policy Services \$0.2B		Studies & Analysis \$2.4B	Accounting Services \$0.3B			Media Services \$0.2B	
	Other* \$16.8B		Other \$0.5B	Card Services <\$0.1B			Other \$0.1B	
				Ident. Protect. & Credit Monitoring \$0.3B				
				Other <\$0.1B				
Notes: * Management & Advisory "other" sub-category anticipated to decrease in size in out-years based on PSC recommendations Level II category summations may not match due to rounding								

Focus for FY17

- Continue Acquisition Gateway (AG) digital tool and 'good practices' content development
- Implement a Supplier Relationship Management (SRM) program
- Complete 'Best in Class' (BIC) contract designations
- Complete, in collaboration with industry, a holistic category management strategy and market analysis for the Technical and Engineering subcategory
- Complete on-ramp to GSA OASIS Pool 2 (Financial Solutions)
- Award GSA SmartPay 3
- Streamline GSA Professional Services Schedule (PSS) solicitation
- Complete civilian agency contract audit services acquisition strategy